

In the Claims:

Please amend claim 1 as set forth below. A marked up version of the amended claim is included herewith on a separate page or separate page(s) entitled "MARKED UP CLAIM(S)."

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1. (Amended) An apparatus comprising a program storage medium having computer readable code embodied therein, said computer readable code being configured for computing, using a computer, a preferred set of prices for a subset of a plurality of products, comprising:

as

computer readable code for storing initial prices for a plurality of products;

computer readable code for designating a subset of products of the plurality of products, wherein the number of products in the subset of products is less than the number of products in the plurality of products; and

computer readable code for optimizing prices for products in the subset of products, while maintaining the initial prices of products of the plurality of products that are not in the subset of products.

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